

EXHIBIT E

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**Paul Gift**
@MMAanalytics

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Conor McGregor got his own exhibit, guys. #UFC trying to show fighters weren't foreclosed from rivals with, among others, exhibit on timeline of McG's ranking.

EXHIBIT 1

McGregor - Q enerated Histor Rankings

Rank	Fighter	Weight Class	Record	UFC Ranking
1	Conor McGregor	Welterweight	22-1-0	1
2	Dustin Poirier	Welterweight	27-7-0	2
3	Anthony Pettis	Welterweight	19-7-1	3
4	Anthony Johnson	Heavyweight	20-10-0	4
5	Israel Adesanya	Middleweight	13-1-0	5
6	Lydia Hall	Welterweight	15-1-0	6
7	Anthony Pettis	Welterweight	19-7-1	7
8	Anthony Johnson	Heavyweight	20-10-0	8
9	Israel Adesanya	Middleweight	13-1-0	9
10	Lydia Hall	Welterweight	15-1-0	10

1:43 AM · 3 Nov 2018

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**MMAFA** @MMAFA · Nov 3

Replying to @MMAanalytics

How did McGregor move up rankings?

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**Paul Gift** @MMAanalytics · Nov 3

Did you ask a #UFC person that in a depo? Spill the beans, Rob. Or tell me if it's not redacted and I missed it.

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**MMAFA** @MMAFA · Nov 3

What do you think Paul? How did McGregor ascend the rankings (all the way to #1)?

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**Paul Gift** @MMAanalytics · Nov 3

Via exclusionary conduct towards venues, sponsors, and TV networks is my guess. Monopoly broth is nasty.

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Not responsive. You have no thoughts about?

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Sports economist, MBA professor, Licensed

Paul Gift

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Sports economist, MBA professor, Licensed MMA referee & judge. Writing about MMA biz at @ForbesSport & MMA analytics etc. at @BloodyElbow.

Los Angeles

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